Keynote Presentation | [Customer Data Platforms] The Rising Role of Data: How the Best Brands Make Every Byte Count with a Customer Data Platform (CDP)

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The Rising Role of Data

How the Best Brands Make Every Byte Count with a Customer Data Platform (CDP)

Today's Speakers:

David Delbridge

Director, Martech

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Peter Bell

VP Marketing, EMEA

Twilio Segment

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To what extent are you able to effectively harness all of your customer data to deliver timely, relevant & personalised experiences to your customers across every channel and touchpoint?

ⓘ Start presenting to display the poll results on this slide.

Good customer experiences
require good data

Harnessing data is as important as ever for marketers

✓ **Who are my Customers?**

✓ **What are their behaviours?**

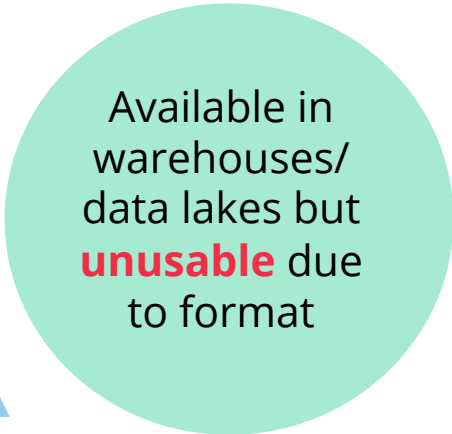✓ **What are their interests & preferences?**

"
80% of customers desire and expect personalized digital experiences[1]
"

[1] McKinsey, Personalizing the customer experience: Driving differentiation in retail, 2020
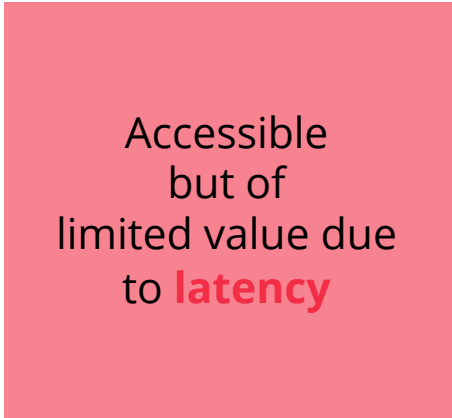
But effectively harnessing data can be a **challenge**

Locked in legacy platforms and **inaccessible** to marketers

Available in warehouses/ data lakes but **unusable** due to format

Accessible but of limited value due to **latency**

Fear not, **CDPs** are here to save the day

MarTech's latest silver bullet

A **Customer Data Platform** is not a **Platform** for your **Customer Data**

Data ➡ **Audience** ➡ **Experience**

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Where are you on your CDP journey?

Recommended approach

1 Use Cases

2 Architecture

3 People & Process

Today's Speaker:

Peter Bell

VP Marketing, EMEA
Peter Bell

How MongoDB Supercharged
their growth through improved
Customer Retention

Good customer experiences require good data

Twilio Segment is a customer data platform. It collects data across all touch points and combines them into a single centralized customer database.

Collect

Collect, clean, and structure your data into one place.

Activate

Use your data, profiles, and audiences everywhere your business needs.

Govern

Remove bad data and respect user privacy.

Enrich customer profiles

Use good data to build profiles and audiences to use across every tool.
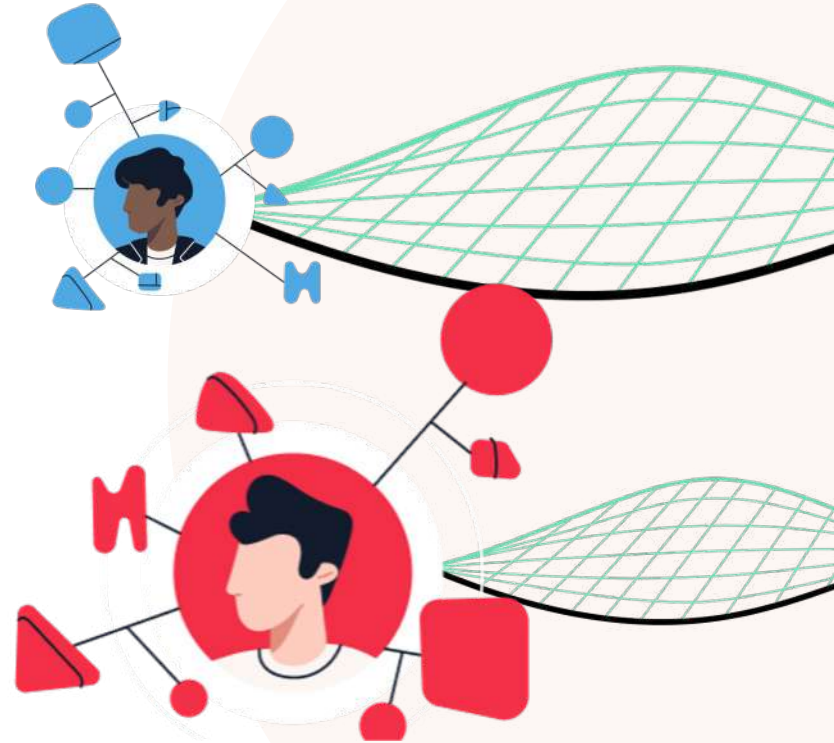
MongoDB:
What do they do?

MongoDB is a document database used to build highly available and scalable internet applications. With its flexible schema approach, it's popular with development teams using agile methodologies.

✔ MongoDB allows you to immediately start building your application without spending time configuring a database

✔ More than 47,800 customers from Self-Service to large Enterprises:

BOSCH

BARCLAYS

**Forbes**

WELLS FARGO

Boots

Delivery Hero

The challenge
Overcoming a lack of awareness

- ✓ MongoDB users, broadening their utilization scenarios, encountered challenges as they explored new use cases – unaware that the MongoDB data platform could offer support.

- ✓ This lack of awareness led to occasional hurdles during application development and scaling.

- ✓ Limited availability of educational resources compounded the issue, prompting MongoDB users to seek solutions elsewhere due to a perceived gap in capabilities.

Our customers are developers, and developers by definition are sophisticated users. Some have multiple accounts, some use multiple emails to get access to content—there are nuances to how they interact with us.
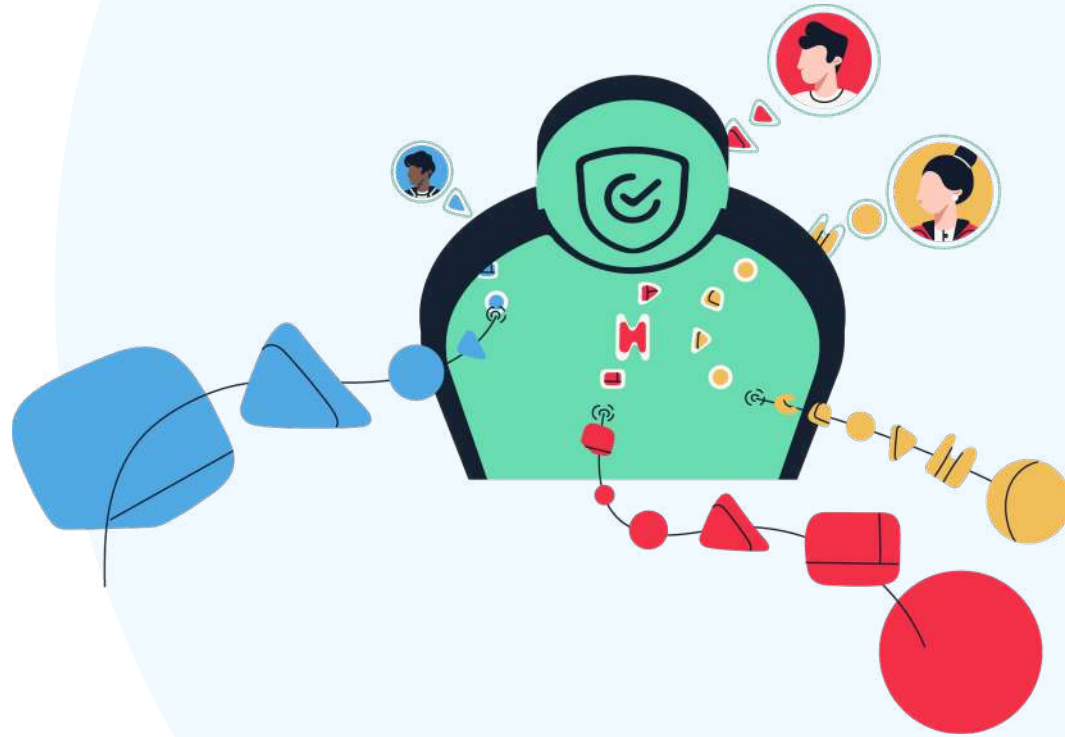
The journey
Evolving personalisation capabilities

Unified view

To recognise and engage every MongoDB developer, it was critical to establish a unified view of customers shared by all teams and tools.

Evolving capabilities

Beyond its robust libraries and integrations, MongoDB chose Twilio Segment as a solution that could help evolve its personalisation capabilities.

Innovation

By merging together offline and online and sales data, (**Profiles Sync** and **Reverse ETL)** Mongo DB understand the full picture of a user's journey.

Results

Communications across a range of channels driving increased and accelerated adoption.

" *We evaluated other tools but ultimately chose Segment because of its scalability, flexibility, and ease of use. It offered us a centralised platform to collect, manage, and analyse customer data as well as grow and innovate at a very fast pace.*"
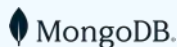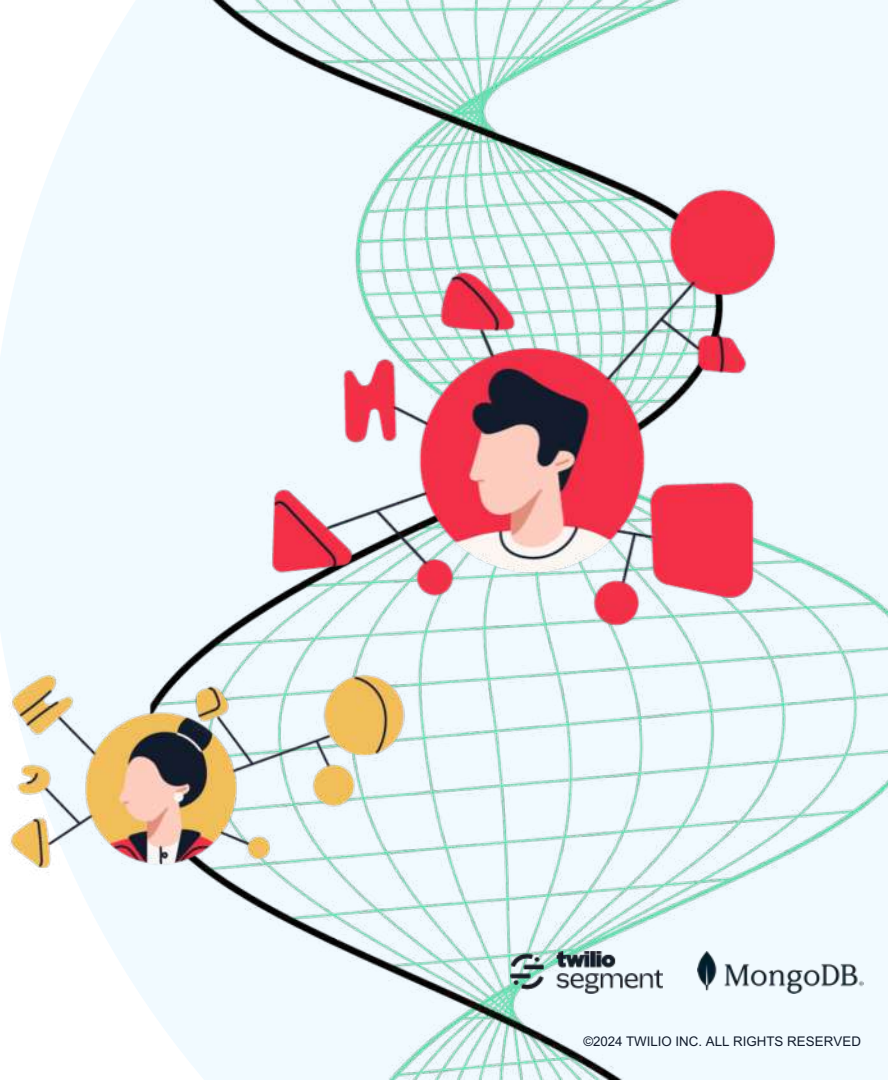
The results

...increased product adoption, higher customer satisfaction, and improved revenue.

✓ With a more comprehensive, real-time view of the user that's easily distributed, MongoDB now uses **Twilio Engage** to deploy a sophisticated mix of communication methods to meet developers exactly where they are with exactly the right message.

✓ **Using live chat, just-in-time emails, focused nurture campaigns, and even in-product and website UI changes, MongoDB delivers highly personalised information that optimises each user's individual experience.**

Since implementing Twilio Segment, MongoDB has seen a significant increase in revenue which we attribute to the improved targeting and personalisation of our communications.

100x increased registration rates

Scan to learn more about the MongoDB Case Study

Thank you!